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Annual Boat Show at Kentucky Exposition Center

Contributes \$7.8 Million in Economic Impact

LOUISVILLE, KY (January 18, 2013) – At the 56th annual Progressive Insurance Louisville Boat, RV and Sportshow you can find a little bit of everything—from outdoor education to acrobatic performances. The show is expanding this year, adding 100,000 square feet to bring even more boats, recreational vehicles, gear and vacation destination exhibits for the outdoor enthusiast. The Progressive Insurance Louisville Boat, RV and Sportshow draws about 40,000 attendees and generates \$7.8 million of economic impact.

This year's show will be held January 23-27 in South Wings A, B and C. Show hours are Wednesday 5 p.m. – 9 p.m., Thursday and Friday from 12 p.m. – 9 p.m., Saturday from 10 a.m. -9 p.m. and Sunday from 10 a.m. – 5 p.m.

Reality TV lovers won't want to miss R.J. and Jay Paul of *Swamp People* or Ron and Amy Shirley of *Lizard Lick Towing*, who will be making appearances throughout the show. A full schedule can be found online at www.louisvilleboatshow.com.

If you don't mind getting wet, the Paddlefest hosted by Canoe Kentucky will offer free daily boating demos at the pool. Try out kayaks, fishing kayaks, canoes and stand-up paddleboards. Test well known brands like BIC Sport, Current Designs/Wenonah, Jackson Kayak, Native Watercraft and NuCanoe. Also new this year is Fred's Shed Interactive Learning Center. Learn how to maintain, repair and upgrade your vessel. Fred's Shed will host free daily educational seminars.

Tickets are \$10 for adults (ages 16 and up) and free for children 15 and under. Seniors receive a \$2 discount and active military can attend for free with a valid active military ID. Wednesday is Customer Appreciation Day and tickets are \$6 when purchased at the door. Tickets can be purchased at Kentucky Exposition Center, Kentucky International Convention Center, Ticketmaster Outlets, by phone 1 (800) 745-3000 or online at www.ticketmaster.com.

For more information about the Progressive Insurance Louisville Boat, RV and Sportshow visit
<http://www.louisvilleboatshow.com/>.

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One of the top 10 largest public facilities of its kind in the United States, the Kentucky Exposition Center features 1.2 million square feet of indoor space including Freedom Hall, an indoor arena which seats over 19,000 people. The facility's class "A" exhibit space totals 425,700 square feet and accommodates an amazing spectrum of events year round. The expo center is the permanent home for the Kentucky State Fair, the National Farm Machinery Show, and the North American International Livestock Exposition. Conveniently located adjacent to the Louisville International Airport and near the junction of three major interstates, the Kentucky Exposition Center is easily accessible and just five minutes south of downtown Louisville. For more information, go online to www.kyexpo.org.